



COMMUNICATION CHECKLIST FOR A FULL-FREEWAY CLOSURE

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Consider using the communication tactics outlined below for full-freeway and highway closures on heavily used truck routes and in heavily populated areas, including:

- I-15 • I-70 • Legacy Parkway • US-40
- I-80 • I-215 • Mountain View • US-6
- I-84 • Bangerter Highway Corridor

LIST OF TACTICS

Statewide	
Communications Plan	
Overhead VMS	
TravelWise Alert	
511	
Highway Advisory Radio	
UDOT Traffic	
• Website updates	
• Press release	
• Pitch news media	
• Radio ads	
• TV segments	
• Trucking Report/Traffic Concierge email updates	
UDOT social media (UDOT Traffic Twitter; UDOT Twitter; UDOT Facebook)	
GPS companies	
Local	
Portable VMS	
Press release	
Pitch news media	
PSA at nearby events	
Region Twitter	
Grassroots	
Text Messages/e-mails	
Project website updates	
UDOT Internal*	
Communications Office	
Executive Leadership	
Region Leadership	
TOC	
Motor Carriers	



***UDOT INTERNAL:**

Communications Office

- Director of Communications
- Public Information Officer
- Communication Strategist

Executive Leadership

- Executive Director
- Deputy Director

Region Leadership - for the region in which the closure takes place

- Region Director
- Region Communications Manager
- Region Traffic Engineer

TOC

- Traveler Information Manager
- TOC Control Room Supervisor
- Traffic Engineers

Motor Carriers

- Ports of Entry

Optional tactics

Consideration should be given to additional tactics, dependant on the population base near the closure, occurrence of significant community events and other issues.

- Direct mail
- Print ads
- Neighborhood and businesses canvassing (flyers)
- Online ads
- City/county elected official updates

